

**PHILIP MORRIS U.S.A.****INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Mr. R. Fitzmaurice

DATE: Dec. 6, 1982

FROM: Jeanne Bonhomme

SUBJECT: Request For Materials For Players Non-Menthol Research

I will need the following materials by the dates listed below for the Players  
Non-Menthol Research.

<u>Material And Quantity</u>	<u>Study</u>	<u>Date Needed</u>
7 copies of "Mr. Chow" ad (Time size trimmed)	3 for in-depths 4 for simulation	December 14 December 13
3 copies of "Wings" (Spread size)	In-depths	December 14
3 copies of "Wings" (Time size trimmed)	Simulator	December 13
3 copies "Regine's" (Spread size)	In-depths	December 14
7 king size packs with cellophane	3 for in-depths 4 for simulator	December 14 December 13
3 king size packs which open	In-depths	December 14
4 100's packs with cellophane	Simulator	December 13

JB:mb

CC: A. Cohen  
K. Eisen  
J. Zoler

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